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JUNE 2026 REPORT

# The Digital Shelf: UK - Poland - South Africa

Brand Share of Voice, sponsored penetration and  
content quality across 34 retailers in three markets,  
June 2026

**7.4M+**

LISTINGS TRACKED

**34**

RETAILERS

**3**

MARKETS



## Executive Summary

In June 2026 we tracked **7.4 million product listings** across 34 consumer-electronics retailers in the UK, Poland and South Africa. This edition adds full Polish and South African market coverage alongside the UK shelf, plus an Ireland snapshot (Harvey Norman IE).

- **ASUS leads the UK digital shelf** with 383,304 monthly appearances, ahead of Acer and HP, a near-repeat of May's order.
- **Lenovo owns Poland** (21.5% average share of page), well ahead of MSI, ASUS and Acer, a different #1 from the UK.
- **South Africa is an ASUS / Dell race**, Dell ranks #2 in ZA versus mid-table in the UK, and local builders (PCBuilder, Skytech) hold real shelf space.
- **Amazon UK is the most sponsor-heavy shelf we track** at 26.9% of listings, ahead of Amazon ZA (16.2%) and Komputronik PL (13.6%); Currys sits at 7.1%.
- **A+ content is now near-universal** (90%+) on most UK retailers, but **video remains the gap**, under 45% almost everywhere except Laptops Direct.
- **No global digital-shelf platform covers the PL and ZA retailers in this report** at hourly cadence, brands selling there are flying blind.

## Methodology

**Markets & retailers:** UK (Amazon, Currys, Argos, Very, Box, John Lewis, AO, Laptops Direct, Scan, Overclockers, Ebuyer, EE, Costco, Harvey Norman, JoyBuy), Poland (Media Expert, RTV Euro AGD, x-kom, Morele, Komputronik, MediaMarkt, OleOle), South Africa (Takealot, Amazon ZA, Makro, Incredible Connection, HiFi Corp, Game, Computermania, PC International, Matrix Warehouse, FirstShop), plus Ireland (Harvey Norman IE).

**Categories:** Laptops, Gaming Laptops, Chromebooks, Desktops, Gaming Desktops, Monitors, Gaming Monitors, All-in-Ones, Projectors.

**Data volume:** 7.4M+ product listings captured in June 2026; PDP content scored on photos, A+ content and video. Sponsored detection active where retailers run retail-media (Amazon, Currys, Argos, Very, John Lewis, Komputronik, Media Expert, Takealot, Amazon ZA).

**Period:** 1 to 30 June 2026. Share-of-page figures are weighted by daily listing volume.

# 1. Brand Visibility, United Kingdom

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Who owns the UK digital shelf? Brands ranked by total product appearances across 15 UK retailers in June.

## Top 10 Brands by Share of Voice (UK, June)

RANK	BRAND	MONTHLY APPEARANCES	AVG SHARE OF PAGE
1	ASUS	383,304	18.40%
2	Acer	278,874	14.29%
3	HP	238,652	14.39%
4	MSI	220,870	17.39%
5	Lenovo	199,231	12.41%
6	Apple	128,814	19.16%
7	Samsung	119,475	12.22%
8	PCSpecialist	77,967	28.32%
9	Medion	73,390	11.83%
10	Gigabyte	71,357	9.94%

**Insight:** The top 5 brands command **61%** of credible UK CE shelf visibility. ASUS leads on organic product depth; Acer and HP trade places month to month just behind it.

## May → June Movers (UK)

BRAND	MAY	JUNE	CHANGE
CyberPower PC	21,765	30,400	+40%
PCSpecialist	63,769	77,967	+22%
LG	53,193	61,561	+16%
MSI	207,482	220,870	+6%
Gigabyte	68,955	71,357	+3%
STORMFORCE	63,782	65,276	+2%
Medion	73,084	73,390	+0%
Razer	31,055	29,181	-6%

**Insight:** Total tracked volume rose across the board as catalogue coverage expanded; the brands growing fastest above the market trend are the ones widening listing footprints, not just benefiting from more pages scraped.

## Category Leaders (UK)

CATEGORY (UK)	#1 BRAND	#2 BRAND	#3 BRAND
All-in-One PCs	Acer	Apple	HP
Chromebooks	Acer	ASUS	Lenovo
Gaming Desktops	STORMFORCE	CyberPower	Acer
Desktops	HP	ASUS	Acer
Gaming Monitors	MSI	ASUS	Samsung
Monitors	MSI	ASUS	Samsung
Laptops	ASUS	Apple	HP
Gaming Laptops	ASUS	Acer	MSI
Projectors	OPTOMA	Philips	Acer

## 2. Brand Visibility, Poland

Poland is a structurally different shelf: Lenovo, not ASUS, sits at #1.

### Top 10 Brands by Share of Voice (PL, June)

RANK	BRAND	MONTHLY APPEARANCES	AVG SHARE OF PAGE
1	Lenovo	235,217	21.50%
2	Samsung	144,967	17.78%
3	Apple	113,762	18.44%
4	ASUS	101,125	11.10%
5	MSI	99,804	12.77%
6	HP	81,503	13.91%
7	Acer	73,544	11.64%
8	LG	69,058	11.44%
9	Logitech	50,470	27.09%
10	Gigabyte	43,105	10.62%

**Insight:** Lenovo's Polish lead (21.5% share of page) is the widest single-brand gap in any market we track. Logitech's strong showing reflects the depth of PL accessories ranges on Media Expert and x-kom.

### May → June Movers (PL)

BRAND	MAY	JUNE	CHANGE
Samsung	26,631	144,967	+444%
Apple	52,185	113,762	+118%
LG	34,863	69,058	+98%
Philips	15,826	22,915	+45%

BRAND	MAY	JUNE	CHANGE
iiyama	26,435	32,420	+23%
Lenovo	200,657	235,217	+17%
ASUS	93,278	101,125	+8%
MSI	95,014	99,804	+5%

### 3. Brand Visibility, South Africa

South Africa runs its own race, and no global digital-shelf tool watches it.

#### Top 10 Brands by Share of Voice (ZA, June)

RANK	BRAND	MONTHLY APPEARANCES	AVG SHARE OF PAGE
1	ASUS	401,917	22.28%
2	Dell	232,806	16.95%
3	Acer	189,720	10.07%
4	Lenovo	146,992	9.49%
5	HP	134,892	11.37%
6	MSI	109,608	9.07%
7	Samsung	71,177	8.89%
8	PCBUILDER	56,533	15.15%
9	LG	44,124	8.14%
10	Xiaomi	40,262	7.79%

#### Key differences from the UK / PL shelf:

- **Dell ranks #2 in ZA**, far stronger than its UK position, driven by Takealot and Makro.
- **Local builders matter**: PCBuilder and Skytech hold real shelf share that global players overlook.
- **Xiaomi** registers in ZA where it barely appears in the UK CE shelf.

#### May → June Movers (ZA)

BRAND	MAY	JUNE	CHANGE
PCBUILDER	49,765	56,533	+14%
MSI	101,453	109,608	+8%
AMD	10,794	11,635	+8%

BRAND	MAY	JUNE	CHANGE
Xiaomi	37,881	40,262	+6%
ViewSonic	35,995	38,123	+6%
ASUS	394,577	401,917	+2%
Lenovo	144,544	146,992	+2%
Dell	231,974	232,806	+0%

## 4. Sponsored Products, The Tax on Organic Visibility

Retail-media is reshaping category pages. Below is sponsored penetration by retailer across all three markets in June.

### Sponsored Penetration by Retailer

RETAILER	MARKET	MONTHLY LISTINGS	SPONSORED	SPONSORED %
Amazon UK	UK	161,253	43,361	26.9%
Amazon ZA	ZA	422,697	68,380	16.2%
Takealot	ZA	172,578	24,922	14.4%
Komputronik	PL	225,430	30,664	13.6%
Currys	UK	325,562	23,001	7.1%
Argos	UK	246,130	15,087	6.1%
Media Expert	PL	410,486	13,112	3.2%
John Lewis	UK	145,471	2,586	1.8%
RTV Euro AGD	PL	280,029	354	0.1%
x-kom	PL	275,342	0	0.0%
Very	UK	638,605	0	0.0%
Laptops Direct	UK	135,105	0	0.0%
Makro	ZA	409,014	0	0.0%
Matrix Warehouse	ZA	155,378	0	0.0%
MediaMarkt PL	PL	119,538	0	0.0%
Mitabyte	ZA	35,065	0	0.0%
Morele.net	PL	350,401	0	0.0%
OleOle	PL	270,864	0	0.0%












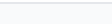
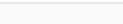

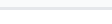
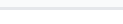

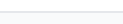

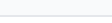



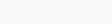
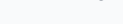







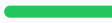
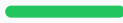

RETAILER	MARKET	MONTHLY LISTINGS	SPONSORED	SPONSORED %
Overclockers	UK	115,469	0	0.0%
PC International	ZA	423,677	0	0.0%
Scan	UK	85,777	0	0.0%
JoyBuy	UK	82,133	0	0.0%
Incredible Connection	ZA	228,579	0	0.0%
HiFi Corp	ZA	121,557	0	0.0%
Harvey Norman IE	IE	107,919	0	0.0%
Harvey Norman	UK	152,536	0	0.0%
Game ZA	ZA	47,378	0	0.0%
FirstShop	ZA	732,160	0	0.0%
EE	UK	38,556	0	0.0%
Ebuyer	UK	133,005	0	0.0%
Costco	UK	116,036	0	0.0%
Computermania	ZA	147,648	0	0.0%
Box	UK	208,776	0	0.0%
AO	UK	85,944	0	0.0%

**Insight:** Amazon (UK and ZA), Komputronik and Takealot run the heaviest retail-media shelves; every sponsored slot displaces an organic listing. Retailers showing 0% either run no retail-media programme or gate it behind logged-in sessions, a level playing field today, but the direction of travel is one-way. Brands not tracking where paid placements displace their organic listings are competing blind.

## 5. Content Quality
















Every product page is scored daily on photos, A+ enhanced content and video. Coverage by UK retailer (June):

### Content Coverage, UK

RETAILER	PDPS TRACKED	PHOTOS	A+ CONTENT	VIDEO
Amazon UK	6,778	 65%	 100%	 51%
Currys	3,883	 86%	 95%	 47%
Laptops Direct	3,502	 84%	 99%	 100%
Box	3,375	 92%	 93%	 35%
Scan	2,913	 76%	 80%	 0%
Argos	1,765	 93%	 100%	 49%
Very	1,705	 98%	 100%	 64%
Overclockers	864	 94%	 98%	 0%
John Lewis	627	 97%	 100%	 44%
Harvey Norman	601	 93%	 98%	 61%
AO	581	 94%	 64%	 100%
Harvey Norman IE	576	 87%	 98%	 63%
JoyBuy	568	 23%	 25%	 0%
Costco	377	 99%	 100%	 29%
EE	369	 77%	 100%	 0%

**A+ content is now table stakes** on most UK retailers (90%+). The differentiator has shifted to **video**, which stays under 45% nearly everywhere, Laptops Direct (100%) is the outlier and the benchmark.

### Content Coverage, Poland

RETAILER	PDPS TRACKED	PHOTOS	A+ CONTENT	VIDEO
x-kom	1,115	 88%	 97%	 1%
Media Expert	641	 97%	 98%	 3%
RTV Euro AGD	510	 90%	 100%	 100%
Komputronik	375	 99%	 100%	 100%
Morele.net	360	 93%	 100%	 100%

**PL content gap:** Polish retailers post strong A+ and photo coverage, but video is almost absent outside Morele and RTV Euro AGD, a clear, cheap win for brands that localise video assets.

## 6. What This Means For Your Brand

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### If you sell across multiple markets...

Your #1 competitor changes by country. ASUS leads the UK and ZA shelf; Lenovo leads Poland. A single global SoV number hides where you're actually losing. Track each market on its own terms.

### If your competitors are buying sponsored...

On Amazon and Komputronik, double-digit shares of the shelf are paid. If you're not measuring where sponsored placements push your organic listings down the page, you can't decide whether to match the spend or out-content it.

### If you're expanding into Poland or South Africa...

No global digital-shelf platform covers Media Expert, x-kom, Morele, Takealot, Makro, Incredible Connection or HiFi Corp at hourly cadence. You're likely relying on distributor reports and manual spot-checks. The data shows these shelves behave nothing like the UK.

## See Your Brand's Live Data

This report is a monthly snapshot. Crawlbot tracks your brand's Share of Voice, content and pricing across 34 retailers in the UK, Poland and South Africa, hourly, continuously.

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Data covers 1 to 30 June 2026. Share-of-page weighted by daily listing volume. Methodology details available on request.

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